

**To:** Chairperson and Authority Members

**Date:** October 9, 2002

**From:** Mehdi Morshed, Executive Director

**Subject:** **Agenda Item 7 — City of Sacramento Presentation**

**Discussion**

On April 18, 2000, the Sacramento City Council adopted the Economic Development Strategy Framework. The economic development strategy is intended to provide a framework for establishing the economic development priorities of the City of Sacramento.

The role of the Economic Development Department is to market the City of Sacramento and facilitate private investment in accordance with established economic development priorities and adopted land use plans and policies. Specifically, the Economic Development Department is responsible for the:

- Promotion, marketing and facilitation of identified key development opportunities within the City of Sacramento.
- To leverage federal, state, and local funding to leverage private investment in targeted projects and infrastructure improvements.
- Coordination with appropriate City of Sacramento departments to facilitate development projects.
- Marketing the City of Sacramento to targeted industries, businesses, and commercial retail users.
- Collaboration with the City of Sacramento's institutional partners in marketing Sacramento region.
- Retention, expansion, and/or relocation of existing businesses within the City of Sacramento.
- Marketing of the Economic Development Strategy to the residents of the city.

The Economic Development Department is divided into two functional divisions, the Downtown Development Group and the Citywide Development Group. Project and program managers are assigned to each division to implement the Economic Development Strategy Framework.

Established in 1997, the Downtown Development Group (DDG) manages the redevelopment and revitalization of the Downtown Sacramento and the Richards Boulevard Redevelopment Project Areas. Specific areas of focus include:

- The Sacramento River waterfront
- Downtown market-rate housing
- New hotel development to support tourism and the Sacramento Convention Center
- Retail, entertainment, and cultural arts facilities
- New commercial and office projects
- Public area beautification

Thomas Lee, Deputy City Manager for the City of Sacramento will present an overview of the planned downtown development, Sacramento Valley Station development, and will discuss the local goals for high-speed train service and the potential economic impacts of a statewide high-speed train network.